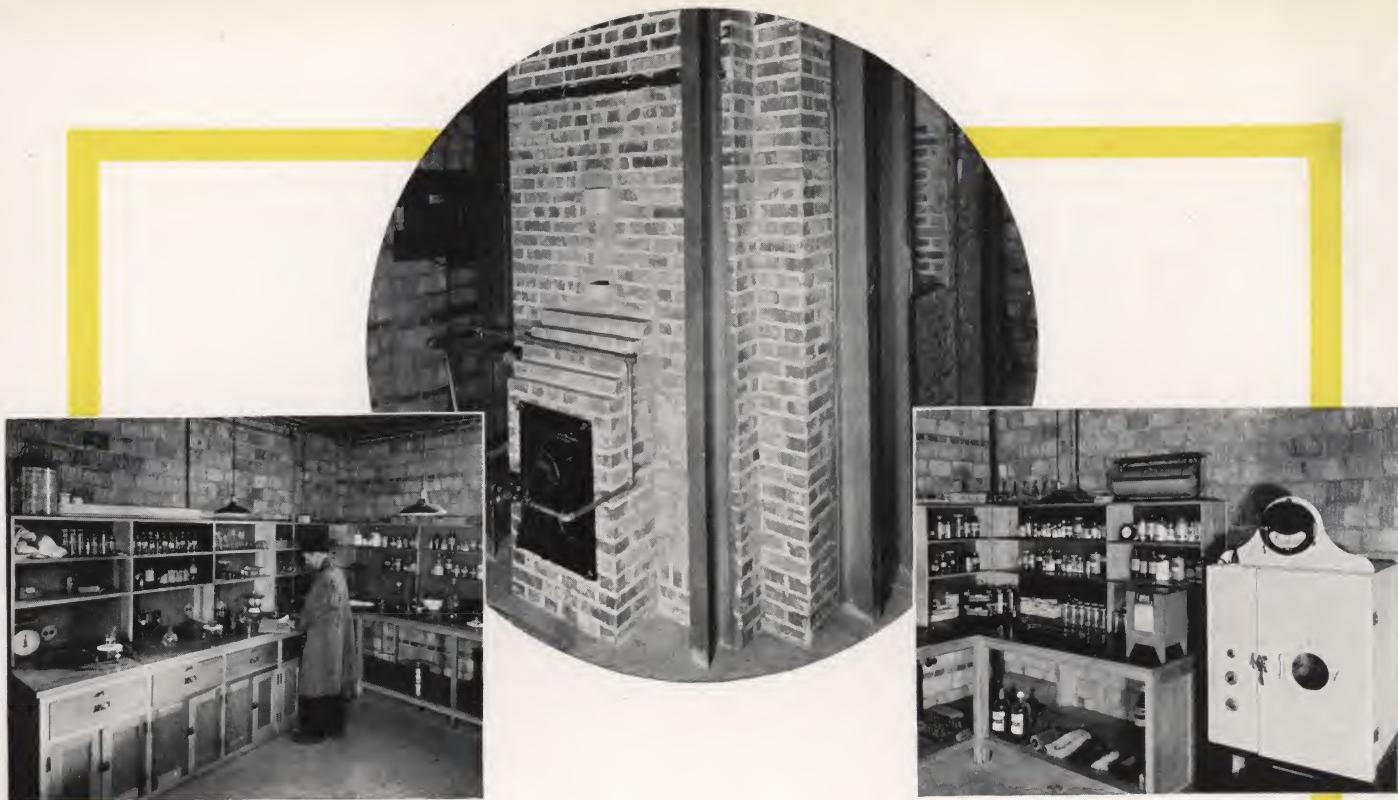


BRING • NEW • BEAUTY
AND • ADDED • ECONOMY
TO • HOME • CONSTRUCTION



SCIENCE *Safeguards* YOUR HOME

THESE views in the Ceramic Research Laboratory of the Illinois Brick Company help to explain why the home builder who utilizes its products builds with certainty and aesthetic satisfaction as well as with economy.

This laboratory is the only one of its kind owned and operated by any brick company in the Chicago area and is one of the few such laboratories in the country.

Ceramic specialists of the engineering world, supported by this company's manufacturing experience of almost four decades, apply their genius in this laboratory to just two objectives—continued improvement of the quality of our products and continued reduction of their cost to builders.

Our Autumtints Brick were developed in the predecessor to this laboratory. These are brick which, although they are manufactured by the common brick process, are characterized by a range of lovely, special color tones, similar to those seen in a forest after the first touch of frost. These remarkable colors are a permanent, unfading part of the brick, proved through four years of rigorous practical tests in all kinds of weather.

In this new laboratory, research is devoted to making them of even greater serviceability.

Today our Autumtints are being specified for buildings of all sizes and in a great range of architectural design.



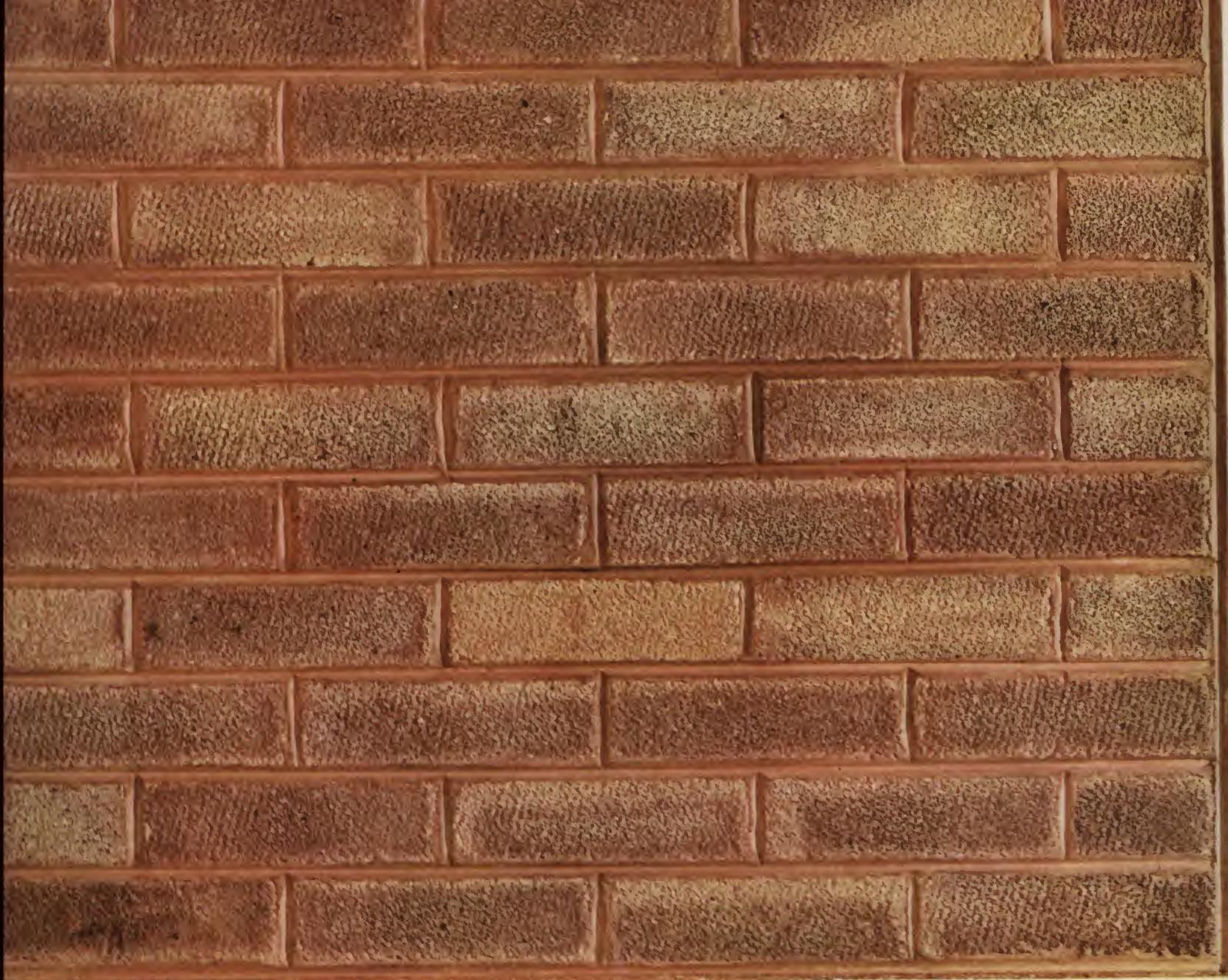
STRIKING *Beauty* AT LOW COST

THE handsome home shown here reveals convincingly the wisdom of using Autumtints Brick in home construction. They cost this home owner very little more than common brick and yet for the slight difference he obtained a handsome structure that never would have been possible with the use of the other brick. Furthermore, he has the satisfaction of knowing that his house is no shirt-front type. The same handsome brick are used on all four exposures. There was no necessity for him to practice false economy on the sides or at the back.

Houses built of brick afford fire protection and a general sense of security. Good brick masonry walls practically defy time, lasting through many generations.

Autumtints Brick give any builder the advantage of great additional beauty for any structure at a price so little over that of common brick that it is of no importance in any building estimate.

USE AUTUMTINTS BRICK FOR ECONOMY AND BEAUTY



SHADE—BUFFS; DARK BUFF MORTAR; "V" STRUCK JOINTS



THIS house is a good example of the wide appeal that Autumtints Brick have to home builders.

It is by no means a low-cost residence in its use of various expensive building materials, and yet the architect and owner agreed on the selection of low-priced Autumtints Brick as the principal element in its construction.

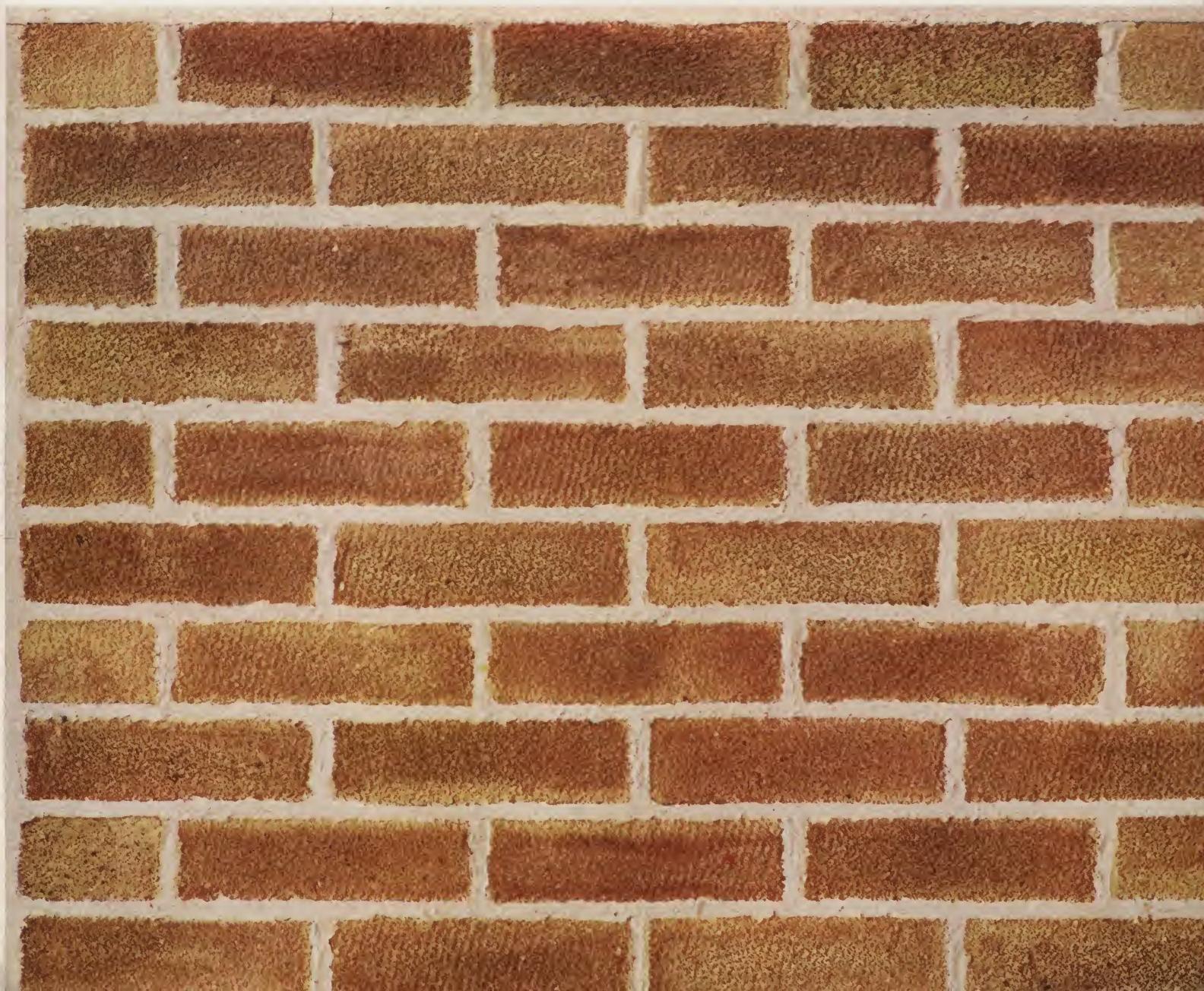
They are buff, laid in buff mortar and the photograph shows how smoothly they harmonize with other exterior construction materials.

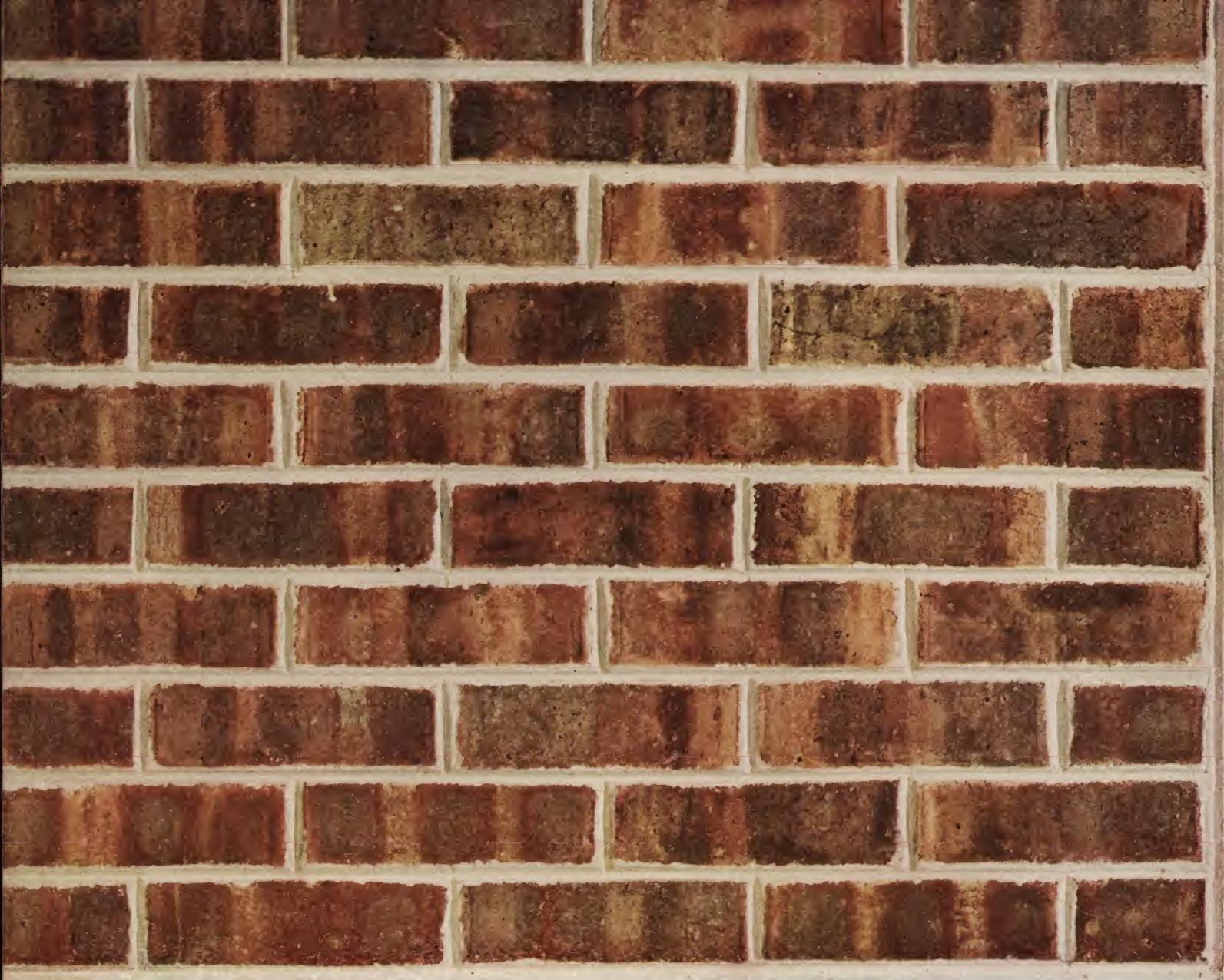
HERE is another house that serves further to indicate the ease with which attractive effects can be obtained by using Autumntints Brick.

Texture and color that cannot be duplicated by any other means thus are within the reach of even the most modest home-builder.



SHADE—BUFFS; LIME MORTAR; FLUSH CUT JOINTS





SHADE—COLONIALS: LIME MORTAR; "V" STRUCK JOINTS



THIS house was built of Smooth Red Brick, another exclusive product of the Illinois Brick Company.

They resemble the old Virginia Colonial brick frequently found in the handsome ancient houses of the South and East.

No two bricks are exactly alike in color so that once again, as in the case of Autumntints, they create a wall that combines both attractive hue and pleasing texture.

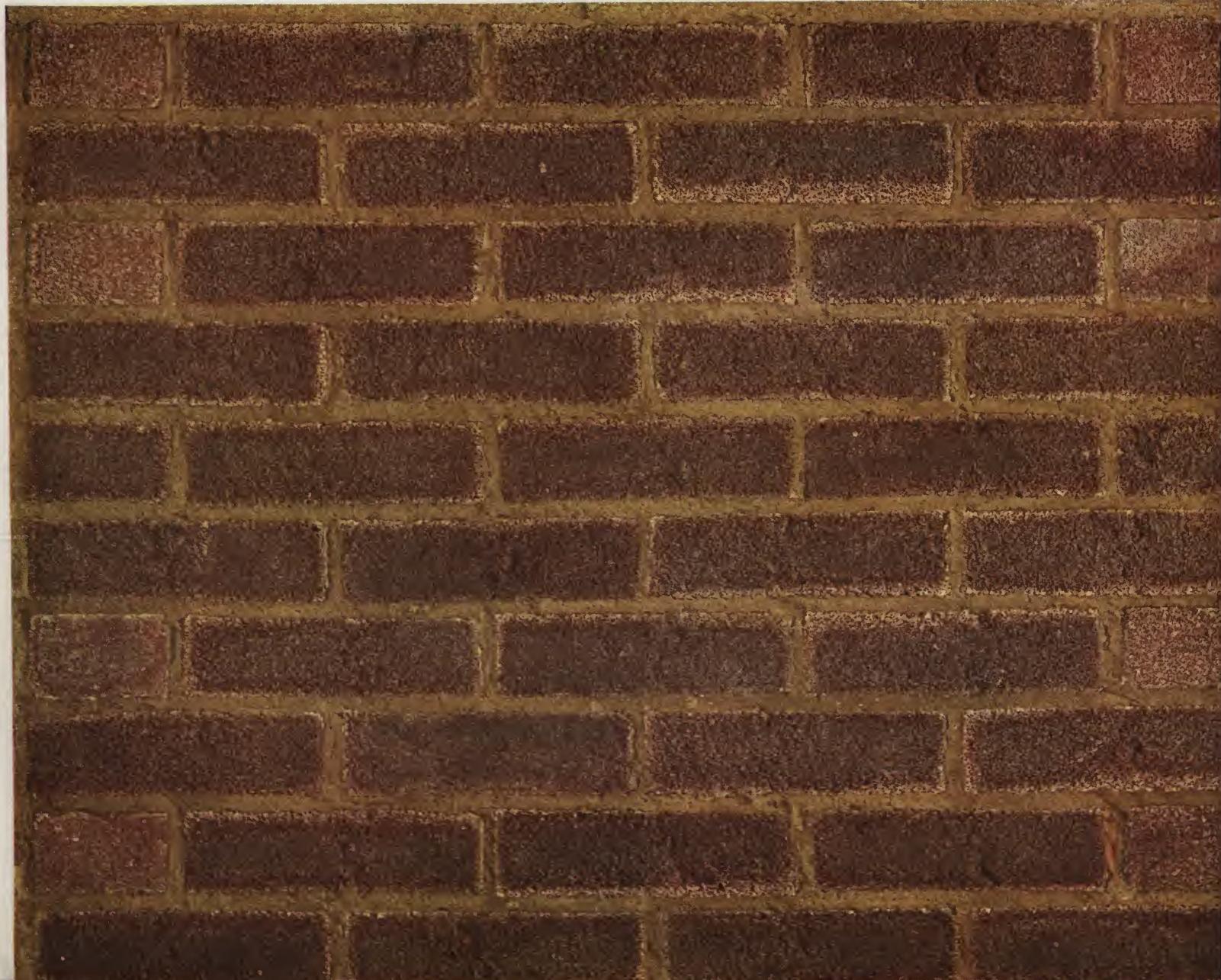
THIS residence, built of Red Autum-tints Brick, is another striking example of their versatility.

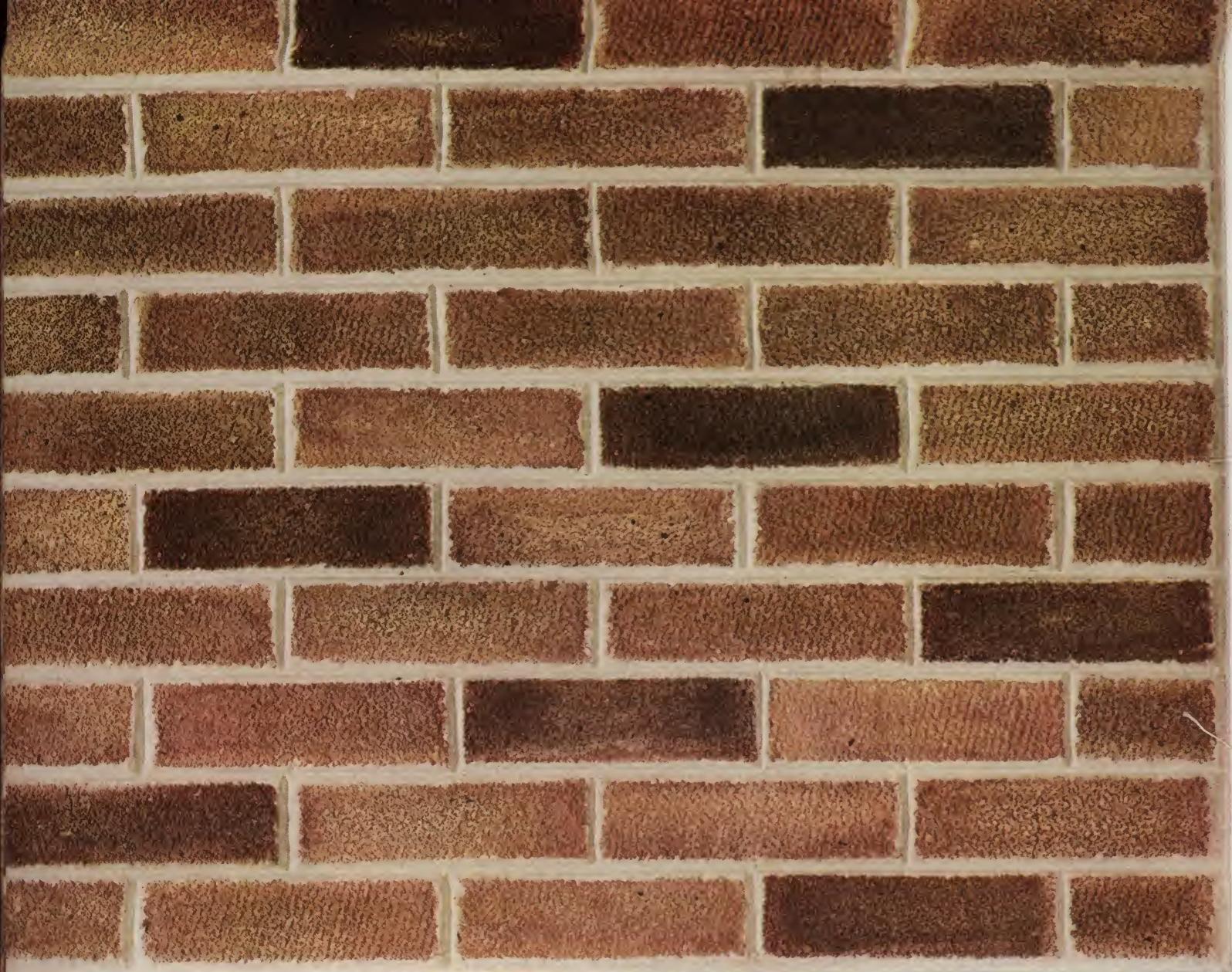
The large mass of brickwork shown in the photograph proves that Autum-tints Brick need no special treatment to ensure a wall effect combining simplicity, color harmony and dignity.

There is a lesson in this attractive structure for any prospective builder.



SHADE—REDS; BUFF MORTAR; FLUSH CUT JOINTS





SHADES—80% BUFFS AND 20% REDS; LIME MORTAR; "V" STRUCK JOINTS



TWO colors of Autumtints Brick—four-fifths buff and one-fifth red—were combined in this home to produce a wall effect of unusual charm.

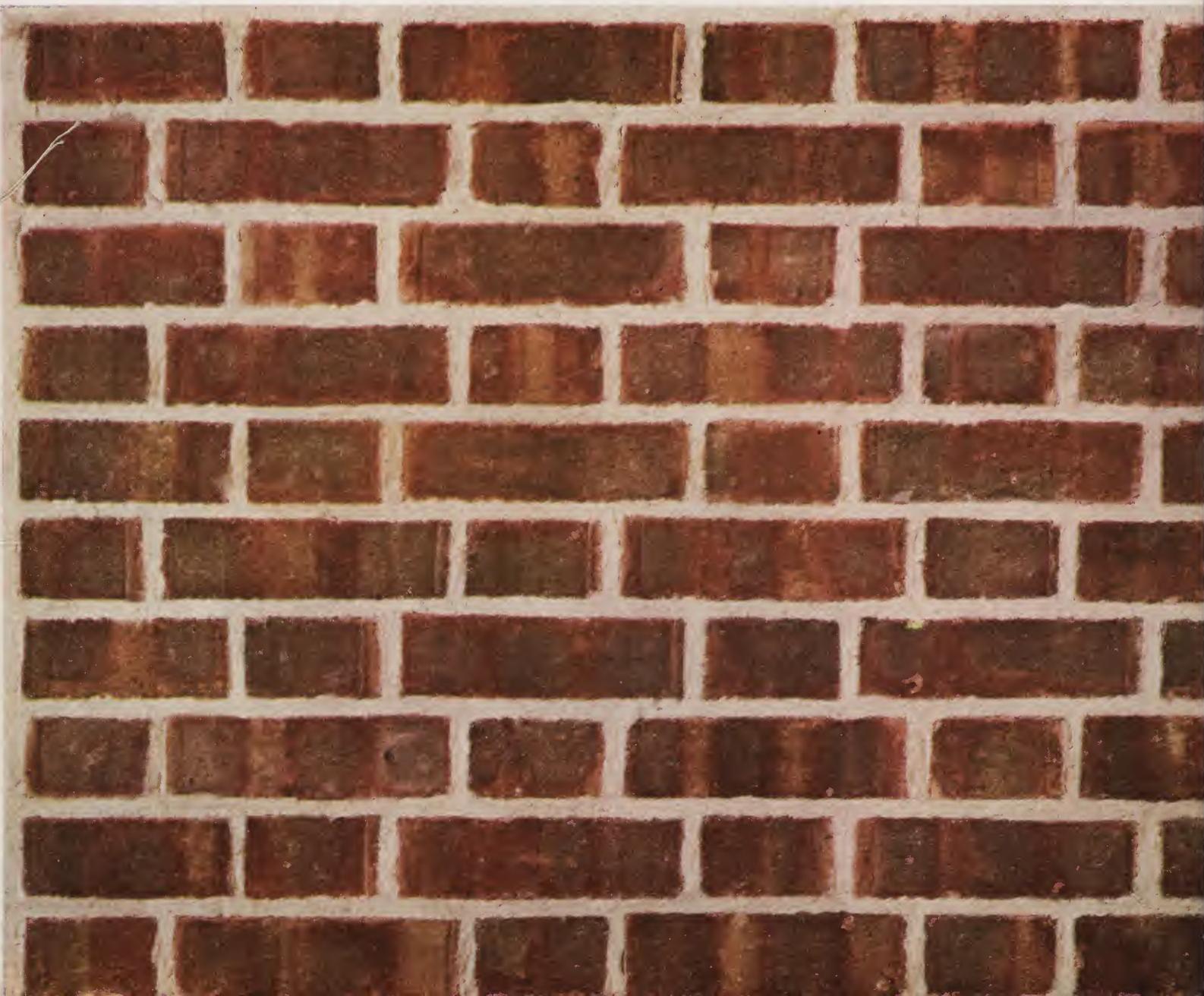
Autumtints Brick can be used in an endless variety of other color combinations, all approved by good architects and home builders with an eye for the artistic.

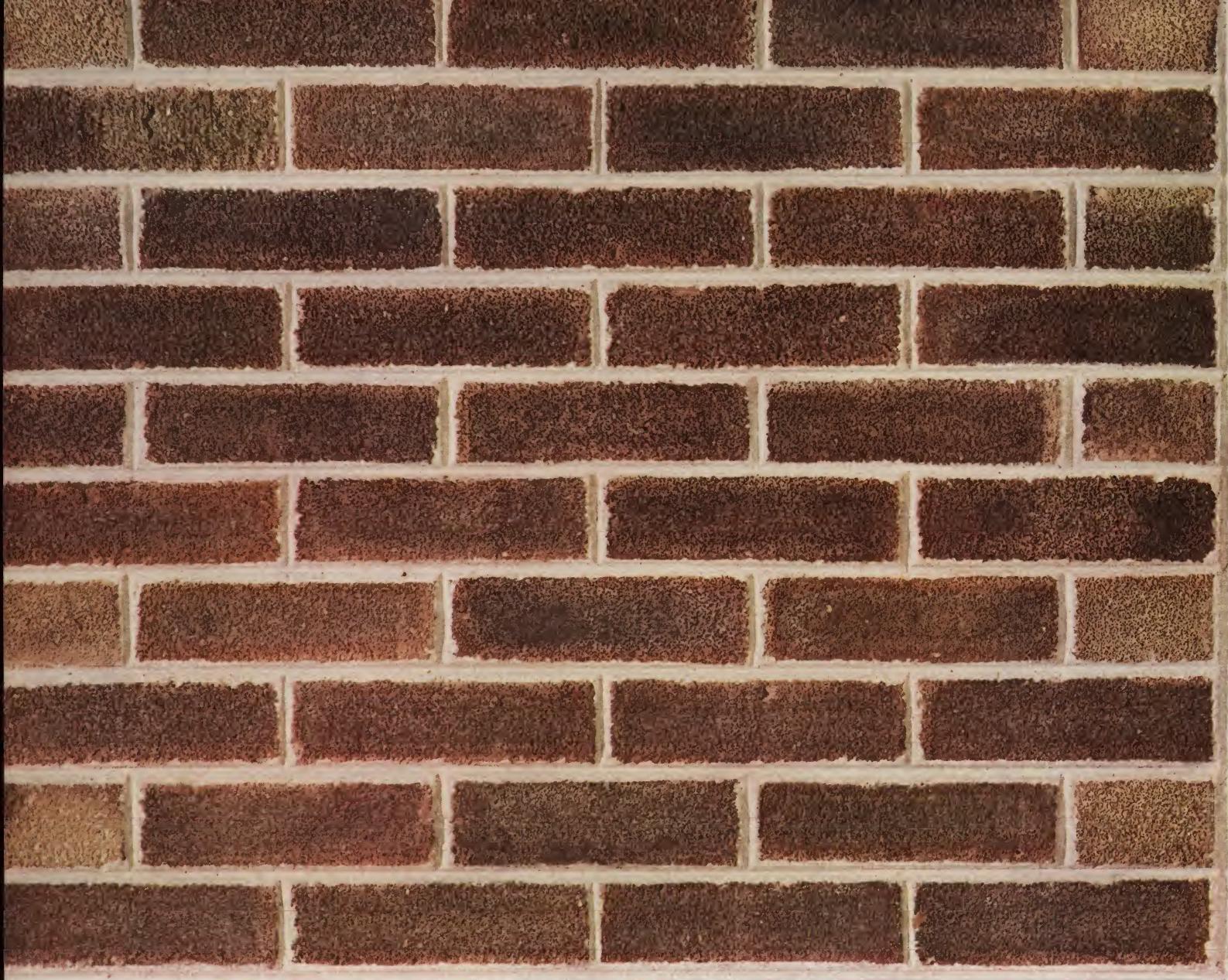
*A*s its name would indicate, this type of brick laying had its origin in Flanders. Properly laid, this bond results in a wall appearance of unusual beauty. It has been popular for several centuries and is particularly well adapted to certain types of Colonial and Early English architecture. Our Smooth Red brick, illustrated below, lend themselves perfectly to this type of brickwork.

FLEMISH BOND

Your architect will advise you if Flemish Bond is suitable for the building you are now planning.

SHADE—COLONIALS; LIME MORTAR; FLUSH CUT JOINTS





SHADE—REDS; LIME MORTAR; "V" STRUCK JOINTS

AUTUMTINTS BRICK are used in the vast Julia C. Lathrop Homes, federal housing project in Chicago.

The United States Government specified them upon the recommendation of the board of eminent architects who designed the buildings.

More than 4,250,000 Autumtints Brick were used in this great housing development.

After more than two years of exposure to the elements, including some of the most severe weather Chicago ever has experienced, the beautiful coloring



of these brick remains as clear and attractive as when they first were approved and placed in the walls.

They are a fitting background to almost 30 acres of playgrounds and attractive landscaping that surround the 30 buildings, in which live nearly 1,100 families.

★ *Economy, architectural attractiveness, strength and durability were demanded by the Government and were obtained in its use of Autumntints Brick for this great project.*

BUILD WITH *Distinction* WITH COMMON BRICK

SINCE the earliest time common brick have been used to produce buildings of beauty and distinction. Many of the old architectural masterpieces now so much admired were built of common brick. The world's greatest architects use common brick in their finest buildings. In every section of the country more and more common brick residences are being built each year. There is a reason. Common brick, when properly laid, combine beauty and distinction with durability and fire safety at the lowest possible cost.





COMMON BRICK WHITE WASHED OR PAINTED IS VERY POPULAR BECAUSE OF THE SMART AND INTERESTING ARCHITECTURAL TREATMENTS TO WHICH THEY LEND THEMSELVES.

Common brick offer unlimited opportunities for ingenious structural effects. It would be impossible to illustrate in a single book all of the designs and treatments in which this versatile building material has been employed. Good architects always welcome the opportunity to work with this medium.

The fact that there are buildings standing strong and sound today that were built of common brick thousands of years ago, is a dramatic testimonial that common brick endures. In building a home it is comforting to know that its walls will not burn or rot and are proof against the attack of termites and other destructive agencies. These qualities of common brick are of first importance to the home owner considering the safety of his family and possessions. These qualities are also important as regards the safety of the home owner's investment in his home.

WHY *You* SHOULD BUILD OF SOLID BRICK CONSTRUCTION

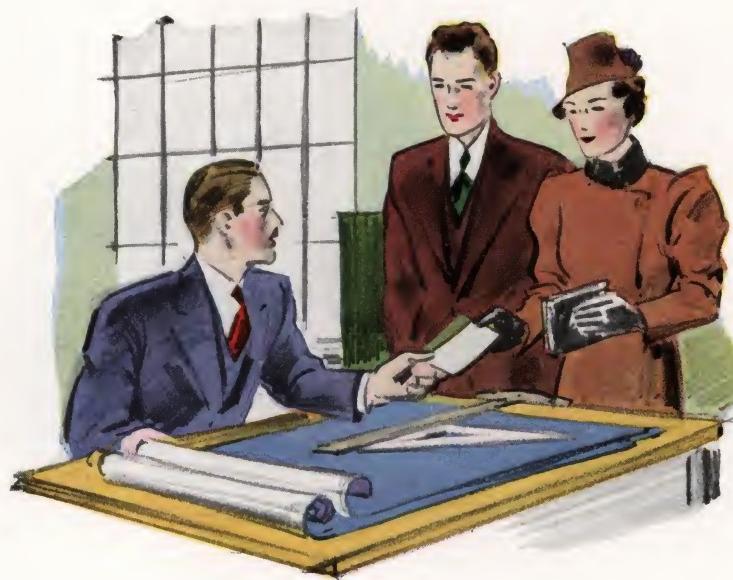
BRICK MASONRY, which is the name generally given to solid brick construction, has been the time-proved building method through many centuries. It dates back to the beginning of the recorded history of man.

For the average builder of today, however, it is sufficient for him to know that solid brick construction is considered the most desirable because of its low cost, its value as fire protection, its worth as shelter against temperature extremes and, of course, its attractiveness.

Any home can be built of solid brick construction at a cost scarcely more than three to four percent of the total building cost above that for wall types of less permanent nature.

In the average home costing \$6,000 today, \$600 is a fair estimate for the total cost of the brick walls, erected. Any cheaper type of wall construction would cost at least \$400 to \$450. This additional cost of only \$150 to \$200 in a \$6,000 residence is more than compensated by the lower rate of depreciation, lower repair, maintenance and insurance costs, the higher protection against fire, the certainty of larger resale value and, of course, the superior attractiveness of the structure itself.





Ask YOUR ARCHITECT OR BUILDER!

IT IS not surprising that there are so many beautiful brick houses and buildings in America, nor that because of these examples the preference for brick construction is more marked today than ever before. It is simply that brick homes, perhaps more than any other, have received the benefit of architectural service. This is true for two principal reasons:

1. Because brick is the favorite medium of the architect for his finest expression in residential construction;
2. Because the very permanence of brick argues strongly for more quality in design.

Your architect will assure you of good design, good material, and good workmanship. He will protect your interests and will demand of your contractor that good materials are used and honest workmanship is done.



AUTUMN'S BRICK

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